

1997 ECONOMIC CENSUS

Finance and Insurance; Real Estate and Rental and Leasing Sectors

INSTRUCTIONS

The 1997 Economic Census covering the Finance and Insurance, and Real Estate and Rental and Leasing Sectors includes establishments primarily engaged in the following:

- Financial services — banks; credit unions; savings institutions; finance, mortgage, and loan companies; securities and commodities brokers, dealers, and exchanges; holding companies, investment companies, pension fund administrators, and other related financial services.
- Insurance carriers, agents (agencies), and brokers (brokerages).
- Real estate operators and lessors; listing, sales, and rental agents (agencies); property management; and other real estate services.
- Auto and truck rental and leasing; computer and other equipment rental and leasing; video tape rental; and other rental and leasing services.

If you are **NOT** engaged in any of these kinds of businesses, **DESCRIBE** your business or activity in ITEM 8, **AND COMPLETE** the remainder of the report form as accurately as possible. In most cases, completion of this report form will satisfy the Census Bureau's requirements and eliminate further correspondence.

These instructions provide general guidelines for the above listed activities — for instructions specific to an individual activity, refer to the instructions that may be printed on the report form.

DEFINITION OF ESTABLISHMENT

An establishment is an economic unit, generally at a single physical location, where business is conducted. This includes all selling and service locations of a company and any other facilities such as bank branches, administrative offices, etc. This report should include data for all establishments (locations) operated by this company during 1997. Permanent (or temporary) locations with no paid employees (such as automated teller machines) are not considered separate establishments.

COMPANIES WITH MORE THAN ONE ESTABLISHMENT

If this company operated more than one establishment (location) under the same Employer Identification Number (EIN) shown in the label (or as corrected in item 1) at the end of 1997:

- Item 2 — Enter the location of your headquarters.
- Items 3 through 11c — Report the combined data for the entire company.
- Item 11d — Provide information separately for each establishment, including headquarters. List the location of your headquarters first.

GENERAL INSTRUCTIONS

- This report should cover calendar year 1997. If book figures are not available, **estimates** are acceptable.
- If the establishment stopped operating **before** January 1, 1997, indicate final disposition and effective date in item 3b and return the form.
- If the establishment stopped operating during 1997, i.e., it was closed, sold, or leased to another company, complete the remainder of the report form for the portion of 1997 that the establishment was in operation under this ownership.
- Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). The OMB 8-digit number appears in the upper right corner of this questionnaire.
- If you have any questions or if any communication regarding this report is necessary, be sure to reference the 11-digit Census File Number (CFN) printed in the address label.
- If additional space is necessary to complete any item, use the remarks section at the end of the form (if available) or attach a separate sheet. If extra sheets are added, **write the CFN and the item number at the top of each additional page.**
- Please make a photocopy of your completed form and retain that copy in your files.
- Revenue and payroll data should be rounded to the nearest thousand dollars, as illustrated on the report form.
- We estimate that it will take from 6 minutes to 12 hours to complete this questionnaire, with 1 hour and 14 minutes being the average time. This includes time to read instructions, assemble and review information, and record answers on the questionnaire. If you have any comments regarding these estimates, send them to the Associate Director for Administration/Comptroller, Attn.: Paperwork Reduction Project (0607-0834), Room 3104, FB-3, Bureau of the Census, Washington, DC 20233.

INSTRUCTIONS FOR SELECTED ITEMS

Item 1. EMPLOYER IDENTIFICATION NUMBER

Check the Employer Identification Number (EIN) located in the upper right part of the address label. If it is not correct, please enter the correct number in the space provided.

Item 2. PHYSICAL LOCATION

- Answer all sections (a through d) of item 2, including name of county, even if the address on the label is correct.
- Report the location of your headquarters if this company operated more than one establishment. List the physical location of all other establishments in item 11d.

Item 3. OPERATIONAL STATUS

Part b. Mark the one box that best describes the operational status of this establishment at the **end of 1997**.

- In operation — The establishment was open and actively conducting business on December 31, 1997.
- Temporarily or seasonally inactive — Although not conducting business at the end of 1997, the establishment will eventually reopen and conduct business under the same EIN. (Examples: property managers that do not work during winter; establishments which are temporarily closed for remodeling).
- Ceased operation — The establishment has gone out of business or closed and does not plan to reopen. Provide the **month and year** that the establishment ceased operation. Complete the remainder of the report form for the portion of 1997 during which the establishment was in operation.
- Sold or leased to another operator — Your company sold or leased this establishment to another company. Provide the **month and year** in which the change occurred and indicate the name and address of the new owner or operator. Complete the remainder of the report form for the portion of 1997 during which your company operated the establishment.

Item 4. DOLLAR VOLUME OF REVENUE

Report revenue in thousands of dollars. **YOUR RESPONSE** in this item **IS STRICTLY CONFIDENTIAL**. Your company's report will be used solely for developing summary statistics. **IT CANNOT BE USED FOR PURPOSES OF TAXATION, INVESTIGATION, OR REGULATION.**

For establishments which generate no revenue, report zero and explain in the REMARKS section at the end of the report form.

Revenue should be reported on the accrual basis of accounting, using Generally Accepted Accounting Principles (GAAP), if possible.

The definition of revenue **varies by industry** — refer to the general instructions below, as well as any **specialized instructions on the report form**.

Report revenue from all business activities.

Include:

- Interest, dividends, royalties, net realized capital gains (losses).
- Commissions and fees received from all sources, including fees earned for exchanging currencies, selling money orders, and cashing checks.
- Net gains (losses) from the sale of real property owned by you for investment, rent, or lease (NOT gross sales).
- Gross sales (NOT net gains (losses)) of real property developed or buildings built by you for sale.
- Gross rents from real property leased by you to others.
- Rents from concessions or stores of other firms operating in your establishments.
- Revenue from the rental and leasing of vehicles, equipment, instruments, tools, video tapes, etc. Interest earned from financing leases should be included with interest.

Exclude:

- Sales or other taxes collected directly from customers and paid directly to a State, local, or Federal tax agency.
- Sales and receipts of departments or concessions operated by other companies.

Item 5. PAYROLL

Answer this item according to the guidelines outlined below. (Definitions are the same as those used on the Employer's Quarterly Federal Tax Return, Form 941, and as described in Circular E, Employer's Tax Guide.)

Include:

- Wages, salaries, tips, vacation allowances, bonuses, commissions, and other compensation paid to employees during 1997, whether or not subject to income or FICA tax.
- Salaries of officers and executives of a corporation.
- Compensation paid to sales agents as reported on your IRS Form 941 (**exclude** if reported on IRS Form 1099 - MISC - Statement for Recipients of Miscellaneous Income).
- Employee contributions to qualified pension plans.

Exclude:

- Payments to or withdrawals by proprietors or partners of an unincorporated company.
- Annuities or supplemental unemployment compensation benefits, even if income tax was withheld.
- Payrolls of concessions or stores of other firms operating in this establishment.
- Compensation paid to agents not considered employees of the firm on your IRS Form 941 (e.g., real estate agents, independent insurance agents).

Item 6. EMPLOYMENT

Include:

- All full- and part-time employees on the payroll during the pay period including March 12, 1997.
- Salaried officers and executives of a corporation.
- Employees on paid sick leave, paid vacations, and paid holidays.
- Agents considered employees of the firm (e.g., full-time life insurance agents) as reported on your IRS Form 941.

Exclude:

- Proprietors or partners of an unincorporated company.
- Employees of departments or concessions operated by other companies.
- Agents not considered employees of the firm on your IRS Form 941 (e.g., real estate agents, independent insurance agents).

Item 7. LEGAL FORM OF ORGANIZATION

Mark (X) "Government" if this establishment is operated by (or is under the control of) a government entity or a board of directors either appointed by such an entity or publicly elected. The fact that an establishment is regulated by (or receives funds from) a government agency does NOT qualify the establishment as governmental.

Item 8. KIND OF BUSINESS OR ACTIVITY

Choose the **one** kind of business which best describes the activity conducted at this establishment in 1997. If none of the provided selections seem appropriate for this establishment, mark (X) the box next to "Other kind of business or activity," provide a specific description of the **primary** business activity, and complete the remainder of the report form.

Item 9. SOURCES OF REVENUE

- Revenue may be reported EITHER in thousands of dollars OR in whole percents of total revenue as illustrated on the report form. It is not necessary to report both dollars and percents.
- Allocate revenue (as reported in item 4) by source on appropriate revenue lines. Please do not combine data for two or more lines. **Estimates are acceptable.**
- If this establishment received revenue from a source(s) not listed, report this revenue on the "Other revenue" line at the end of the list and describe the revenue source(s) in the space provided.
- The sum of revenue lines reported should equal the amount reported in item 4 (or 100 percent if the lines were reported as percentages of the total revenue).

Item 10. SPECIAL INQUIRIES (NOT APPLICABLE TO ALL FORMS)

The content of this item varies by report form. Refer to the specialized instructions on your report form.

Item 11. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION

Part b. MARK "YES" if ANOTHER company OWNS more than 50 percent of the voting stock or has the power to CONTROL the management and policies of your company. Report the requested information for the owning or controlling company in the space provided.

MARK "NO" if —

- Your company has a franchise entitling it to use a trade name, but is not owned or operated by the franchisor.
- Your company operates one or more leased departments in an establishment owned by another company, but the other company (the lessor) does not own or control the department(s).
- Your company is engaged in the management of a business owned by others.

Part c. MARK "YES" if YOUR company OWNS more than 50 percent of the voting stock or has the authority to direct or cause the direction of management and policies of any subsidiaries and/or affiliates. Report the requested information for the owned or controlled company in the space provided.

Part d. Report the number of establishments operating under the EIN shown in the address label (or as corrected in item 1) at the end of 1997. Include all selling and service locations and any other facilities, such as bank branches, administrative offices, etc., in operation at the end of 1997. Establishments with no paid employees (such as automated teller machines) are not considered separate establishments. Refer to individual report forms for additional instructions for some specific industries.

If MORE THAN ONE establishment was operating under the EIN:

- List the location of the headquarters first.
- Provide the name, **physical location** address, ZIP Code, kind-of-business description, revenue, annual payroll, and employment for headquarters and **each** location. Continue on a separate sheet if necessary.
- Data for establishments operated during 1997 but not in operation at the end of the year should be combined with the headquarters location.
- The sums of revenue, annual payroll, and employment should equal the amounts reported in items 4, 5a, and 6, respectively.
- If the employees worked at more than one location, report annual payroll and employment for employees at the ONE location where they spent most of their working time.